



RESEARCH PAPER

Non-Verbal Communication Through Visual Storytelling: UMBRELLA Animated Short Film

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ABSTRACT

Non-verbal communication has a pivotal role in the contemporary era. The trend towards non-verbal visual storytelling is burgeoning due to its diverse advantages. This study focuses on the nonverbal clues and expressions that enhance the storyline of animated films in visual form and make an emotional connection with the audience. Animation possesses the capacity to elucidate non-verbal communication more effectively. It holds paramount importance in enriching the emotional depth of movies or actions. It significantly contributes to overcoming language barriers by producing emotionally engaging films with non-verbal elements at both national and international scales. Describing non-verbal communication through animation enhances the value of both emotions and animated content. Researchers have employed a *descriptive-qualitative* approach, utilising content analysis, to delve into various facets of non-verbal communication. These encompass kinesics, haptics, proxemics, oculusics, and facial expressions. The outcome of this study reveals that the genuine source of emotions lies in non-verbal communication. The results also showed that this short film encapsulates a spectrum of emotions, ranging from grief to exuberance, from ennui to being immersed in reminiscence, embodying a comprehensive array of emotions. Employing content analysis in this study highlights the importance of facial expressions, gestures, postures, eye movements, behaviour, and characters' appearances. Understanding these methods to know about nonverbal communication is the understanding of the basic units of visual storytelling.

KEYWORDS Animation, Content Analysis, Emotions, Language Barrier, Nonverbal Communication, Visual Storytelling

Introduction

Communication is the process of exchanging ideas, feelings, emotions, and thoughts with each other. (Key, 1975) Communication is a necessity in order to make others understand your thoughts. It involves various procedures and feelings to communicate with each other. It can be defined as the transmission of information from one entity to another through different means of communication, including signs, symbols, images, words, etc. Communication involves verbal and nonverbal elements that collectively form proper communication between two entities (Leathers, 1976). Only 7% of human communication involves words; the rest, 93%, is nonverbal communication. Language has a great importance worldwide. In 195 countries, every country has different standards of communication and has its own language, all of which are collectively based on the same elements of nonverbal communication. Nonverbal communication removes the language barrier among people. It ends the limitations of language and makes the message understandable to everyone beyond their language limitations. The language barrier keeps

the specific message to a specific audience related to the specific language; on the other hand, nonverbal communication enhances the effect of thought transferred to the audience with its various elements (Matsumoto, Frank, & Hwang, 2012).

Nonverbal communication involves different elements that make it easy for everyone to know about the thought behind the act. Nonverbal communication is further divided into the animated film industry and the non-animated film industry. Animation is the collection of images and graphics to promote different messages and fulfil the requirements of communication, including verbal and nonverbal. Animated movies include entertainment, education, intellectuals, etc. Animation, with the essence of nonverbal communication, supports the idea of visual storytelling. Visual storytelling is a method of promoting or conveying a message or idea through visual elements, including images, graphics, videos, and images. It is the combination of narrative and visual elements that creates a good understanding for the audience. Engagement and attention through visual elements are the main focus of visual storytelling (Mehrabian, 1972).

Essential elements of nonverbal communication include proxemics, haptics, kinesics, and oculusics analysis. These are the main elements of nonverbal communication that play an important role in conveying a complete message to the audience without words. Kinesics is a type of nonverbal communication that consists of body language, postures, gestures, and facial expressions (Moore, Hickson, & Stacks, 2010). It is based on the body of the character, how it works, and how it builds the story. Haptics includes the act of touching. It is based on the thought behind the touch shown in the scene; it can be emotional touch, aggressive touch, sympathy touch, and so on. Proxemics shows its importance with the help of space, which a character demands to be in according to the situation he is in. The character can be alone, around people, with one person, etc. Oculusics research is based on the eyes i.e., the movement of eyes, expressions through eyes, questions through eyes, eyes pointing at any object for example, eyes filled with tears, shocking expressions with the help of widely open eyes, etc (Ruesch & Kees, 2010).

Through this research, the researchers came to know and examine the importance of nonverbal communication and its elements, which are the main components of visual storytelling and nonverbal communication, with the help of the Oscar-winning animated short film "Umbrella" to describe the visualisation and its importance with the help of animation (Wiener, Devoe, Rubinow, & Geller, 1972).

Literature Review

Peter Drucker describes the importance of nonverbal communication in such words: "The most important thing in communication is hearing what isn't said". The influence of nonverbal communication on its viewers has a great impact – not only great but a strong impact too – which makes them emotionally attached in order to transfer a specific message (Ambady & Rosenthal, 1998). Verbal communication containing words and a bunch of sentences depends on various factors, which have limitations. Verbal communication is important to make ideas clear, but nonverbal communication has the same importance and can convey the message the way it should be conveyed with the help of its various necessary elements. Nonverbal communication is the language of leadership, says James Humes. The importance of nonverbal communication is based on how its elements are described visually. It affects the quality of the message conveyed (Arnold & Eddy, 2007).

Character building is the main component of nonverbal communication in animated films. Building the image of the character is difficult, as it requires strong

graphics and consistency in the nonverbal elements to maintain the proper nature of any character (Burgoon & Bacue, 2003). To show a depressed character, its body language, facial expressions, movements, and gestures should fulfil the requirements of being depressed. A kind character is symbolised by any of its kind gestures. Maintaining a character's nature and building their character are essential to making a complete story. The main character should have a nature that is acceptable and understood by everyone, especially in nonverbal communication. The graphical representation of the main character should be the focus of the animator (Burgoon, Manusov, & Guerrero, 2021).

Different elements of nonverbal communication are the building blocks of nonverbal communication (DePaulo & Friedman, 1998). The motive to show their importance not only in films and movies but also in our daily lives made us examine them and know about their importance. Actions speak louder than words. Abraham Lincon explains the ideology and importance of various nonverbal elements. Time, place, environment, appearance, weather, etc. are some background elements of a character; they help in building a scene and support the actions played by the character. The actual understanding made with the help of elements applied to character involves facial expressions, body language, postures, gestures, touch, and distance. The elements of nonverbal communication support the idea and message to be conveyed to the audience by visualising the character (Duncan Jr, 1969).

Symbolic objects are the main and most important thing that makes the scenario and story understandable to the audience. Animation requires symbolic objects, as animation with a combination of nonverbal chaos requires the animator to add several components that make the story easily understandable (Hall, Horgan, & Murphy, 2019; Hall & Knapp, 2013). The symbolical objects have various qualities; they are repeated several times in several scenes, and they are highlighted with either their colour effects or the number of repetitions. The symbolic objects are connected with emotions or described as the combination of any emotion described in that scene. "The gesture is a kind of language through which everyone tends to go more directly to the truth." According to John Berger, the ideology of gesture's importance is described as how it helps make a story valuable. Symbolic objects and gestures together perform an act perfectly in a way that they both hold onto each other (Harper, Wiens, & Matarazzo, 1978).

"A film is never really good unless the camera is an eye in the head of a poet." Orson Welles described very perfectly what a good movie is and what perfect nonverbal communication depends on. The influence on the audience should be the main objective; the eye is referred to as the camera as the eye sees a character and then puts its impact on the mind. "Your body communicates more powerfully and honestly than your words ever can." Harvey Volson described how nonverbal communication is fully dependent on body language, facial expressions, gestures, proxemics, oculosics, etc. The body is the complete code of nonverbal communication that has the power to speak even without saying a word (Harrison, 1989).

Content analysis is the methodology for conducting research on a specific topic using themes, data, visual data, and other formats of data. It is an important research method that is used to analyse the given data and conclude a meaningful message from that data. This methodology is widely used in research in several fields, including scientific fields, communication studies, marketing, etc. It outlines the method to collect data, organise the data according to the requirements, and analyse the data for a conclusion. It has various reasons to be used in research: it provides structure and order to the research and clears the objective of the research; it helps in providing qualitative and quantitative insights for better results and research; and researchers can use the content analysis

method to get references from old documents according to their desired topic (Hu, Cheng, Gan, Liu, Gao, & Neubig, 2020).

Material and Methods

A qualitative study has been done to learn about the importance of nonverbal communication that breaks the language barrier and teaches more about the nonverbal aspects (Huang et al., 2016). The purpose of this qualitative study is to know how nonverbal communication is being used in our daily lives and how we are naturally meant to understand nonverbal communication with the help of some of its types and aspects. By using the content analysis method, we examined and researched nonverbal communication along with its elements with the help of an animated film. Animation, along with nonverbal communication, requires better understanding than nonanimated films containing nonverbal communication strategies. It has huge significance in this era because it can describe every emotion and action with the help of nonverbal aspects of facial expressions, kinesics, haptics, oculusics analysis, appearance, and proxemics. These nonverbal aspects help in visual storytelling by containing the idea of nonverbal communication. The content analysis involved the following elements of nonverbal communication:

Table 1
Types of Non-Verbal Communication

Types	1	2	3	4
Haptics	Use of finger for drawing	Use of hands to ask for an umbrella	Folding arms to show cold	Running to catch an umbrella
Kinesics	Sad eyes (facial expression)	Looking down with sadness (gestures)	Sitting with arms falling (posture)	Fear through eyebrows (facial expressions)
Proxemics	Being alone (personal space)	All kids together playing	The average distance while investigating	
Appearance	Warm clothes	Dark-coloured shirt	Messy hair	Red nose and cheeks (cold)
Oculusics	Contact to appreciate	Contact to show anger	Contact to find the answer	Contact to show disappointment

Nonverbal communication has great significance in visual storytelling (Huang et al., 2016). The importance and ideology of conveying the message through emotions and actions are major parts of nonverbal communication. Breaking the language barriers and promoting the idea of visual storytelling, the researchers have used the Oscar-winning Brazilian short film "Umbrella," which is based on a true story described by a girl who visited an orphanage to distribute Christmas gifts. Rich in emotions, the "Umbrella" covered every aspect of nonverbal communication.

Results and Discussion



Figure 1: Scene of boy being sad and bored (minute to 0:13)

This scene expresses the emotions of sadness and missing someone. This scene from the Umbrella animated short film represents a child along the window making drawings with the help of fog. This indicates an expression of sadness with the help of his facial expressions. The shape of his eyebrows and his mouth shape are helping to make him seem sad. The weather in this scene is rainy, which indicates sadness and missing someone. The season seems to be winter with the help of his clothes, which include his scarf, full-sleeved shirt, and colours of shirt that describe the warmth of his clothes.

Kinesics Analysis

The posture of the kid in this scene seems relaxed and lazy. His gestures, along with his facial expressions, support the idea of him being lazy and in a relaxed body posture. He seems to be unbound, as his activity of drawing objects on the window is completely nonproductive.

Facial expressions

His facial expressions, including his eyebrow shape and his mouth shape, make him look sad and lazy. His facial expressions help the audience understand the emotion of the scene. Understanding through expressions and emotions is quite easy and quickly understandable.

Gestures

The gesture in this scene includes his finger and his act of drawing something on the window. The kid is giving the impression of getting bored as he is doing something non-productive. He seems to be off and on as his facial expressions enhance the understanding of gestures.

Proxemics Analysis

The kid in this scene asks for some alone time, as his depressed face tells us about the personal space he needs at this point. He seems to be alone and depressed, as he has no one with him. His lazy activity also shows the amount of boredom and space he has. And how far he is from other people that he is killing time alone doing a lazy activity.

Oculesics Analysis

The eyes are an important part of our body and reflect our situation, mood, and expressions. The kid is expressing boredom with his eyes. His eyes give us the emotions of

laziness, sadness, and boredom. His eyebrow helps his eyes look depressed and sad. He is looking at his finger, making drawings on the window. He seems lost and down.

Haptics Analysis

Haptics refers to an emotional touch that promotes the ideology of story and emotion. He seems to be emotionally attracted to the drawings, as he is making all those drawings with his emotions by using his finger.

Appearance

His appearance gives an idea of the season and the warmth in his clothes. He is wearing a dark-coloured, full-sleeved shirt. His shirt colours and warmth make it easy to understand the weather in the scene. The scarf he is wearing tells us about the cold weather and the winter season.

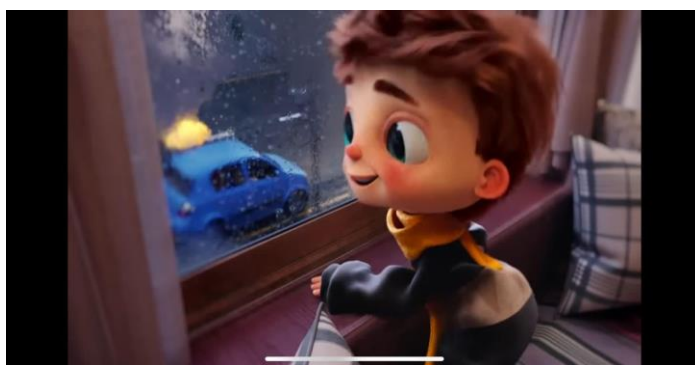


Figure 2: Scene of boy looking through window (minute to 0:56)

The joy in this scene with the arrival of the blue car refers to the importance of the blue car or the yellow umbrella, which is highlighted in this scene. This second scene from the film "Umbrella" describes different aspects of nonverbal communication. It represents the emotion of happiness. This scene describes happiness with the help of his facial expressions. His "smile" refers to the happiness in the scene, and that happiness is indicated by the blue car seen through his window. With the arrival of the blue car, a yellow umbrella appears, which is highlighted in this scene. The emotion of joy can be referred to as the yellow umbrella or the blue car. He seems to be happy, as he is missing the car, the person who owes the car the memory of Yellow Umbrella, or the owner of Yellow Umbrella.

Kinesics Analysis

The body posture of the kid shows excitement and joy. His body does not seem at rest. He seems energetic; he seems joyful as he is missing someone, and he feels excitement as that thing arrives.

Facial expressions

His facial expressions, including his shining eyes and mouth, opened with excitement, and a dark smile on his face expressed the joy in this scene. His facial expressions help us understand the emotions in the image and how those emotions affect his mood.

Gestures

His hand is on the window shelf as he bends to focus on something, and he seems curious and joyful about it. His excitement in the scene refers to the arrival of the symbolic object. His gestures of excitement show the happiness in his eyes.

Proxemics Analysis

The kid in this scene supports the idea of excitement and joy, but he seems to be far away from those things. The excitement and curiosity seen through his face are considered, as he wants to get that thing as soon as possible and he wants to cut the distance.

Oculesics Analysis

His eyes point towards the blue car or yellow umbrella through the window. His eyes convey the essence of joy and excitement. The shining eyes looking at those symbolic objects make us think of them as something special.

Haptics Analysis

The emotional touch in this image is not shown, but the amount of emotion dripping from his eyes makes us understand the effect of happiness on him. His smile shows an emotional touch with the coordination of his hands on the window shelf and his posture with excitement.

Appearance

His appearance gives an idea of the season and the warmth in his clothes. He is wearing a dark-coloured, full-sleeved shirt. His shirt colours and warmth make it easy to understand the weather in the scene. The scarf he is wearing tells us about the cold weather and the winter season. Other things in the image, such as the blue car and yellow umbrella, show the symbolic objects in the scene. The highlighted yellow umbrella made his smile darker.



Figure 3: Scene of boy hiding from girl (minute to 01:38)

He is hiding from the eyes of the girl who is the owner of the yellow umbrella. This scene shows the emotion of hesitation and a fear of being caught. His facial expressions, with the help of his mouth shape and frightened eyes, on the other hand, show that the girl had a feeling that someone was there. The fear and hesitation reflecting on his face point to the conclusion that the boy may know the girl or the gadgets that she is carrying. The body posture of him standing with one arm bent shows the posture of him hiding.

Kinesics Analysis

His fearful eyes and his body filled with fear of being caught made his body posture such that he was hesitating and hiding. His hands are on the wall behind his back. His body language is as if he is facing the other side to hide himself from the scenario.

Facial expressions

Fear is seen in his face. The emotion of fear is expressed with the help of his eyes. His fearful eyes gave the impression of hesitation. His eyebrow shape supports his eyes, and his facial expressions look fearful. Fear may be reflected in hiding or hesitation.

Gestures

His hands on the wall and his gesture of hiding from the girl behind him His gesture of fear and hesitation suggests he is hiding from something. With the look of that girl behind him, he hides himself behind the wall, presenting a gesture of hiding and fear.

Proxemics Analysis

The distance between him and the girl describes the act of hiding. He is hiding from the girl by keeping a distance so that she won't be able to see him. He is hiding from the girl to avoid getting caught by her. It also describes the emotion of him spying on that girl.

Oculesics Analysis

His fearful eyes, pointed in the opposite direction from the scenario, reflect the idea that he is hiding from the situation. His facial expressions help us learn about his situation and his eyes.

Haptics Analysis

The emotional touch in this image is not shown, but the amount of emotion dripping from his eyes makes us understand the effect of fear in the scene. His frightening facial expressions have the essence of an emotional touch.

Appearance

His appearance gives an idea of the season and the warmth in his clothes. He is wearing a dark-coloured, full-sleeved shirt. His shirt colours and warmth make it easy to understand the weather in the scene. The scarf he is wearing tells us about the cold weather and the winter season. On the other hand, the girl behind her is also wearing warm clothes, which promotes the idea of the winter season.



Figure 4: Scene of boy and girl being suspicious (minute to 02:53)

"This scene expresses the hiding of something in the cupboard and reluctance to reveal it through nonverbal communication." This particular scene from the animated short film "Umbrella" represents various facts of nonverbal communication. It highlights the fearful expressions on the boy's face and the girl's anger and curiosity (Facial expressions)

In this scene, the boy is concealing something within the cupboard through his facial expressions and posture (nonverbal communication). Convey a deep sense of fear and apprehension, representing or indicating his desire to keep the hidden object concealed. He stands protectively in front of the cupboard, anxious about being discovered by a girl. Her posture and movement, on the other hand, reflect her anger and determination as she approaches the cupboard and the boy. Her outstretched hand suggests a desire for the boy to step aside and allow her to inspect the hidden item, further emphasising her anger.

Kinesics Analysis

The posture of the kid shows that he looks shocked and frightened, and if we talk about the body language of both, it seems like he is hiding something from the girl and standing in front of the cupboard, and she wants to know.

Facial expressions

In this image, the facial expressions of the child are very frightened and full of fear, which helps the audience understand the situation of scenes in which he tries to hide something and gets caught. Which made his facial expressions full of fear.

Gestures

The girl is pointing out the boy with her hands through gestures, which helps the audience understand the context of this scene through their hand movement, which shows her anger through nonverbal communication.

Proxemics Analysis

In this scene, the proxemics are the particular distance between them. The fact that the boy standing in front of the cupboard looks frightened might indicate his physical space with the girl. The space between them indicates fear and investigation.

Oculesics Analysis

As we know, eye gaze is an important expression, so in this scene, fear is seen in his eyes. He looks into the girl's eyes to make contact to avoid the investigative scenario of him hiding something.

Haptics Analysis

The girl's act of pointing her fingers towards a boy can be considered a form of haptic communication as it involves physical contact (her finger) to direct her aggressiveness and anger.

Appearance

By their appearance, the girl is wearing a wool warm hat and the boy is wearing a scarf around his neck, and both wear jackets that express the season of winter.



Figure 5: (Climax) scene of boy, girl and her mother (minute to 03:22)

The stolen umbrella by the boy got caught in the emotion of shame and hopelessness, indulging in the act of sadness. His nonverbal acts as he avoids eye contact with the girl, trying to show shame with the help of his facial expressions and body posture of being let down, the boy faces embarrassment for his act of stealing, which is both embarrassing and shameful. On the other hand, the girl's raised eyebrows and her upward hand towards the umbrella stolen by the boy make her look angry and investigative.

Kinesics Analysis

The boy's body language seems to be emotional. His emotions of being caught and being embarrassed are seen in the form of him facing the other side of the girl. His shoulders, miserably facing downward, help his body down. The posture of the boy is seen through the shape of his shoulders being downward and his face in a downward direction, making him look sad and embarrassed.

Facial Expressions

The amount of shame and embarrassment dripping off the boy's face makes him look suspicious. His embarrassed eyes looked downward to avoid contact. The shape of his eyebrows, which are downward, makes his facial expressions look hopeless.

Gestures

The girl's hand motion and the direction towards the umbrella stolen by the boy introduce the nonverbal aspects of haptics, and the boy's hands holding the umbrella in the form of revealing it make him look suspect.

Proxemics Analysis

Since their communication and nonverbal cues are entwined with their physical closeness, Joseph and the girl's proximity is very important in this scene and plays an important role in their sharing of thoughts.

Oculesics Analysis

The boy avoided making eye contact with the girl by keeping his gaze away and towards the ground, and his avoiding eye contact showed that he was embarrassed, ashamed, and hopeless.

Haptics Analysis

The emotional touch, with the help of her eye gaze and her anger, completed the act of haptics in nonverbal communication. Their emotions were haptic in this scene.

Appearance

His appearance gives an idea of the season and the warmth in his clothes. He is wearing a dark-coloured, full-sleeved shirt. His shirt colours and warmth make it easy to understand the weather in the scene. The scarf he is wearing tells us about the cold weather and the winter season. Other things in the image, such as the yellow umbrella, show the symbolic object in the scene.



Figure 6: Scene of the boy recalling memories of his father (minute to 03:43)

The scene conveys the emotion of the last meeting, filled with sadness and the exchange of meaningful memories, through nonverbal communication. This scene from the animated short film "Umbrella" illustrates the heart-wrenching encounter between a father and his son, a moment of parting filled with sorrow (by their facial expressions) as they both looked at each other. In this scene, the father presents an umbrella as a memento to his son, like he is holding his hand (haptics) and looking at him. portrays the conversation between father and son solely through facial expressions as they look at each other, revealing their deep sorrow. The father tenderly hands a yellow umbrella to his son, symbolising the hope of a new beginning and sharing. Both wear expressions of profound sadness, clearly reluctant to part (by facial expressions). By their impoverished appearance and vulnerable state. The imagery expresses their expressions, like sadness, and their appearance, like their old clothes (Nonverbal communication)

Kinesics Analysis

The posture of this scene, in which they both stand and look at each other, makes them both look sad. The posture also helps the audience understand the context.

Facial expressions

Both facial expressions, including their eyebrows, eyes, and mouth shape, made them look sad and helpless. Their facial expressions helped audiences a lot to understand the situation in the scene.

Gestures

The gesture in this image is holding the umbrella, and they are both holding their arms, so it looks like the father is giving the umbrella to his son, so the audience can also know about the scene's situation through gesture.

Proxemics Analysis

The proxemics between them are that the father holding the hand of his son would like to show a close and protective bond. They might be standing close together for emotional support.

Oculesics Analysis

As we know, the eye gaze is an important part of our body because it reflects our mood and situation. In this scene, both look sad, helpless, and hopeless through their eyes.

Haptics Analysis

Haptics includes an emotional touch that helps the audience understand the situation, such as holding each other's hands with love, sincerity, and some kind of sadness, or the emotionally attached father holding his son's hand.

Appearance

Their appearance helps us understand the scene more because, by their appearance, they look poor. We talk about things they hold, like an umbrella, which gives us a sign of the rainy season, and the scarf, which is around the neck, which helps us know that it is the winter season.



Figure 7: Scene of a boy and his father outside the orphanage (minute to 04:36)

"This scene eloquently conveys the poignant encounter between a father and his son, relying solely on nonverbal communication." It is a pivotal moment in the animated short film "Umbrella," where the profound sorrow etched on both characters' faces hints at the gravity of the situation through nonverbal communication. It appears to be their final meeting, full of sadness, and the father's facial expressions convey the impression of leaving his son, who appears to be in an orphanage. The emotions on the father's face indicate that he is reluctantly parting with his son, likely to entrust him to the care of this orphanage. In a heartbreaking display of affection, he consoles his son through a tender touch on the shoulder (haptics), as if cherishing their last moment together while conveying love, albeit shrouded in sadness. So, from this image, the father's agonising

decision to leave his son offers a glimpse into the depth of their emotions through nonverbal cues.

Kinesics Analysis

In the scene, the head is tilted down with an extended arm towards his son and give him trust, consoling him, and bend towards his knees, giving him trust, and the son closed off, questioning his fearful posture.

Facial expressions

Facial expressions like regret, reluctance, love, and profound sorrow of the father, and facial expressions like fear, confusion, and trust of the son, help the audience understand the scene.

Gestures

Like the father's hand on the shoulder of his son's reluctance gesture of sorrow between father and son and trembling fear, the questioning gesture of the son helps us to understand the scene.

Proxemics Analysis

The proxemics between father and son are the proximity, like they are standing face to face, and the proxemics of last touch and gradual separation between them.

Oculesics Analysis

The initial eye contact between them is full of love, sadness, and regret, and the avoidance and downcast gaze also help us to understand the scene.

Haptics Analysis

The haptics in this scene are tender and put a hand on his shoulder to console and give trust to the son. This makes him understand the situation.

Appearance

By their appearance, they look poor and hopeless, which makes him and his son cause separation. If we talk about clothing, it looks like the winter season, like his father is wearing a scarf around his neck.



Figure. 4.8: Scene of old man trying to reach yellow umbrella owner (minute to 06:27)

Running behind the memories, trying to reach but not making it, the little boy is now grown up but is still bothered by his childhood mishap. This scene from the Umbrella movie shows the old man. We figured out that this is an old man because of his hair colour seen in this white image. The season seems to be autumn because of the tree leaves. The old man has fallen onto the street, and the yellow scarf worn by the old man makes us understand that the little boy is grown up and that it is him because of the scarf he used to wear in his childhood, as seen in the previous scenes. The old man is looking at the yellow umbrella, which was owned by his late father.

Kinesics Analysis

His body language is seen as he falls with the help of his contact with the street while lying down. His face tilted upward, showing that he was curious about the man holding a yellow umbrella.

Facial expressions

As the facial expressions are not shown in this image, we can imagine them with the help of body language and the context of the scene. He fell while running behind the man holding a yellow umbrella. As he fell, he must have been hopeless, curious, and helpless.

Gestures

The gesture of the man lying down on the street represents him as he fell in the chaos of reaching out to the yellow umbrella.

Proxemics Analysis

The distance can be measured with his eyes pointing towards the man holding a yellow umbrella. His distance from the floor made it clear that he fell, and his distance to his destination can be measured with the help of his eye gaze.

Oculesics Analysis

The eyes pointing to the man holding an umbrella define the destination of the man who fell in this scene. The man looking at the man holding the symbolic umbrella clears the destination and piques curiosity.

Haptics Analysis

The nonverbal aspect of touch can be calculated with the help of eyes pointing to the man holding the umbrella.

Appearance

His appearance gives an idea of the season and the warmth in his clothes. He is wearing a dark-coloured, full-sleeved shirt. His shirt colours and warmth make it easy to understand the weather in the scene. The scarf he is wearing tells us about the cold weather and the winter season. His grey hair indicates he is old.

Conclusion

The qualitative analysis provides a means of exploring non-verbal elements. Analysing non-verbal communication through content analysis techniques helps in comprehending the application and significance of visualisation in the film. The integration of non-verbal communication with animation enhances our insight into its significance. Conclusively, based on the aforementioned analysis, it is ascertained that the non-verbal communication employed in this animated film aids in interpreting the characters' emotions, their traits, their interactions, and their strategies. Diverse facets of non-verbal communication in this movie, such as facial expressions, emotional gestures, bodily posture, and joyful instances, are compiled to enrich the film's emotional depth. The distinct attributes of characters, like the despondent and isolated boy, the benevolent and outgoing girl, and the impoverished and helpless father, all portray various emotions and natural states. Non-verbal communication and its various forms are utilised to convey significant emotional shifts that words may fail to describe, enabling a connection with the audience. In addition to the characters, the weather and symbolic objects, along with conveyed messages through highlighted and symbolic gestures, played a pivotal role in enhancing the story's comprehensibility. The yellow umbrella and scarf symbolise gestures of love and the boy's attachment to his father. Conversely, the weather signifies melancholy, with cold weather represented by rain. The boy's reddened cheeks and attire in warm clothing (a long-sleeved and dark-hued shirt) elucidate the cold weather. Non-verbal communication extends beyond facial expressions; it encompasses environmental description, augmenting the story and scenes' efficacy and understanding. This research encompasses the study of kinesics, proxemics, gestures, facial expressions, oculosics, and haptics. Non-verbal communication hinges on these intricacies, elucidating the story's ideology and contributing to the success of the concept.

Recommendations

Nonverbal communication is important since it holds the action, whereas verbal communication contains the words. As the study suggests, nonverbal communication supports the message more clearly, yet it should be more advanced in different applications. The majority of people believe in notions based on visual elements that assist them in learning or having a better understanding of a topic.

- In school, we should introduce it as the most important part of understanding, e.g., in the curriculum or syllabus, and we should learn it in detail, depending on the situation.
- Not only schools but also hospitals require better advancements in nonverbal communication for patients who are impaired.
- The government should use signs and symbols for illiterate people because verbal communication has its limitations, whereas nonverbal communication just requires better understanding.
- It reduces waste of time, thus resulting in effective presentations.
- It should be included in classroom activities to boost students' confidence who cannot express themselves in words.

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